



**10TH ANNUAL CONFERENCE
MEDIA THAT MATTERS**

CMSI
CENTER FOR MEDIA & SOCIAL IMPACT
2014

2014
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CMSI

**SPONSORSHIP & MARKETING
OPPORTUNITIES**

#MTMDC

OVERVIEW OF THE CENTER AND MTM

CENTER FOR MEDIA & SOCIAL IMPACT

The **Center for Media & Social Impact** (formerly known as “The Center for Social Media”) is an innovation lab and research center that studies, designs, and showcases media for social impact. Focusing on independent, documentary and public media, the Center bridges boundaries between scholars, producers and communication practitioners across media production, media impact, public policy and audience engagement. The Center produces resources for the field and academic research; convenes conferences and events; and works collaboratively to understand and design media that matters.



MEDIA THAT MATTERS CONFERENCE

Media That Matters is an annual conference presented by the Center for Media & Social Impact at American University. It is designed for established and aspiring filmmakers, nonprofit communication leaders, funders, and students who want to learn and share cutting-edge practices to make their media matter. This year’s **10th** anniversary highlights the Center’s important role serving as a resource for social impact media makers while celebrating the community’s ongoing success and innovation.



Previous Speakers & Panelists Include:

- Sheila Leddy, Executive director of Fledgling Fund
- Wendy Levy, Director of New Arts AXIS
- Meg McLagan, Director of Lioness
- Cara Mertes, Director of the Sundance Documentary
- Liz Norton, Director/Founder, Stone Soup Films
- Patrice O’Neill, Producer of Not in Our Town
- Gordon Quinn, Co-founder of Kartemquin Films
- Shaady Salehi, Deputy Director, Active Voice
- Sky Sitney, Programming Director of SILVERDOCS
- George Stoney, Documentary Filmmaker
- Pamela Yates & Paco de Onis, Skylight Pictures



MTM STANDARD SPONSORSHIP PACKAGES

Audience Feedback:

“It is informative, thought provoking, resourceful, eye opener, interactive and broadens the outlook towards documentary film making and advocacy driven documentaries.”

“One of two must-attend events for the DC-area documentary film community.”

“Inspiring sessions and great networking, well-planned and executed event.”



TIER 1: \$500

- 1 complimentary registration
- Verbal sponsorship acknowledgement during conference opener
- Your logo and url listed on our conference website page and in one conference email



TIER 2: \$ 1,000

- 2 complimentary registrations
- Verbal sponsorship acknowledgement during conference opener
- Your logo and url listed on our conference website, in our conference booklet, and in two conference emails
- An (optional) demonstration table in our Networking Lounge

“Sessions that provide new ideas. Industry contacts. Moments of discovery when sharing with colleagues.”



TIER 3: \$1,500

- 2 complimentary registrations
- Verbal sponsorship acknowledgement during conference opener
- Your logo and url listed on our conference website, in our conference booklet, in all conference emails, and on the main screen during the conference
- An (optional) demonstration table in our Networking Lounge
- Inclusion of a brochure/flyer in all conference attendee packets

OTHER SPONSORSHIP/MARKETING OPPORTUNITIES

10 YEARS OF MEDIA THAT MATTERS

- 2014** ● **Building the Story Experience:** celebrating the 10th Anniversary of Media That Matters
- 2013** ○ **Measure for Measure:** uncracking strategies for measuring the social change impact of our media
- 2012** ○ **Change for Good:** how independent social change filmmakers can execute integrated campaigns that are strategic, action-oriented, and have enduring impact
- 2011** ○ **Media That Matters - Storytelling across Platforms:** how publics can engage with creative projects across platforms in the evolving media world
- 2010** ○ **Real Stories, Real Impact:** explore the strategies before, during and after production that generate real social action
- 2008** ○ **Making Your Media Matter Conference**
- 2004** ○ **The 1st Making Your Documentary Matter Conference**



LUNCH SPONSOR



FOR \$1,250, YOU GET:

- 2 complimentary registrations
- Verbal sponsorship acknowledgement during conference opener
- Your logo and url listed on our conference website, in our conference booklet, and in conference emails
- Sponsorship signs at all tables with your logo and URL

RECEPTION SPONSOR



NEW THIS YEAR!

In celebration of our tenth anniversary, we're hosting a reception the evening preceding the conference. Reception sponsors get an exclusive opportunity to advertise to guests and showcase mission and content in the exciting new McKinley Building of the School of Communication.

ADS & IN-KIND



ADVERTISE your product or service in our printed conference program that's distributed to all attendees: \$250 for ¼ page; \$500 for ½ page and \$1000 for full page ad.

IN-KIND SPONSORSHIP opportunities are available for services like printing, food, raffle giveaways, photography, streaming services and videography in exchange for customized exposure during the conference.

CUSTOM PACKAGE



WE WANT TO MEET YOUR NEEDS.

Let's talk about creative ways to connect with our opportunities. From short promo video screenings or dedicated eblasts to workshop sponsorships or cobranded content. Possibilities abound, let's talk about them.

Contact Angelica Das (associate director): das@amerian.edu

ANNUAL MTM CONFERENCE

CONTACT CMSI



As the Center's flagship program, the annual Media That Matters Conference brings together top players in the field to share their thoughts on media and social change. This year's conference, "**Building the Story Experience**", will feature:

Workshops:

- Fair Use
- Strategic Design for Impact - Lessons from CMSi
- Transmedia - The theoretical framework

Topics & Discussions

- Radio: How sound carries a story and other takeaways
- Digital Games: Using persuasive play for social impact
- Image Matters: Graphic ways to visualize policy, history, news and more

Speakers & Panelists:

- Erin Barker - The Story Collider, Senior Producer
- Daniel Burwen - Cognito Comics, Creative Director, Operation Ajax
- Will Coley - Aquifer Media, Founder, video advocacy, audio slideshows
- Greg Pak - Comic book writer, filmmaker, Vision Machine
- Nancy Updike - This American Life, Producer

More to be announced!

PLEASE VISIT OUR WEBSITE FOR MORE INFORMATION

→ <http://cmsimpact.org/events/mtmdc> ←

Workshops Location

American University Main Campus
4400 Massachusetts Ave, NW
Washington, DC 20016

Conference Location

Abramson Family Recital Hall
AU Katzen Arts Center
4400 Massachusetts Ave. NW
Washington, DC 20016

Nearby Accommodations:

Chevy Chase Embassy Suite

4300 Military Road, Nw, Washington, DC 20015

Georgetown Holiday Inn

2101 Wisconsin Ave Nw, Washington, DC 20007

Washington Marriott Wardman Park

2660 Woodley Road Nw, Washington, DC 20008

*Mention you're part of the conference at American University for a reduced rate



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